

Warner Bros. launches show on Facebook

September 29 2011

(AP) -- Warner Bros. is launching a Web series on Facebook that will personalize the show for viewers.

The show is called "Aim High." It's an action comedy series about a student who doubles as a government operative by night.

The studio is calling it the first "social series" from a [Hollywood studio](#) on the site. Viewers will be able to integrate their Facebook profile into background elements of the series. Users could see their name appear as graffiti in one scene, or their face on a poster in another.

"Aim High" will debut Oct. 18 on [Facebook](#) and on Cambio.com. It stars Jackson Rathbone, Aimee Teegarden and Greg Germann.

More information: <http://www.facebook.com/aimhighseries>

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